

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1, 3-6, and 8-16 in accordance with the following:

1. (currently amended) An information recording device for recording received information which is distributed by an information distributor and is received by a user, comprising:

a record executing unit ~~inserting~~ which receives advertisement information showing an advertisement having a content prepared independently by a picture/sound recording instruction service provider who is selected by the user and inserts the advertisement information into the information distributed by the information distributor in accordance with a piece of instruction information indicating whether the advertisement information is inserted into the information or not, and ~~recording-records~~ the information on a recording unit.

2. (original) An information recording device according to claim 1, further comprising an instruction information generating unit generating the instruction information.

3. (currently amended) An information recording device according to claim 1, further comprising a notifying unit notifying an advertisement information management device for managing ~~a~~ the user that the advertisement information has been inserted into the information and recorded on said recording unit.

4. (currently amended) An advertisement information management device which manages an information recording device according to claim 1, comprising:

a receiving unit receiving, from ~~an~~ the information recording device used by ~~the~~ a user, a notification showing that the advertisement information has been inserted into the information stored on said information recording device and thus recorded; and

an advertisement information management unit updating data about the advertisement information ~~on the basis of~~ based on a content of the notification.

5. (currently amended) An advertisement information management device according to claim 4, further comprising:

an instruction information generating unit generating the instruction information indicating whether or not the advertisement information is inserted into the information; and

an instruction information transmitting unit transmitting the instruction information to said information recording device used by the user.

6. (currently amended) An information recording method of recording received information which is distributed by an information distributor and is received by a user, the method comprising:

receiving advertisement information showing an advertisement having a content prepared independently by a picture/sound recording instruction service provider who is selected by the user;

inserting the advertisement information into the information distributed by the information distributor in accordance with a piece of instruction information indicating whether the advertisement information is inserted into the information or not; and

recording the information on a recording unit.

7. (original) An information recording method according to claim 6, further comprising generating the instruction information.

8. (currently amended) An information recording method according to claim 6, further comprising notifying an advertisement information management device for managing the a-user that the advertisement information has been inserted into the information and recorded on said recording unit.

9. (currently amended) An advertisement information management method for an information recording method according to claim 6 comprising:

receiving, from an information recording device used by ~~the~~a user, a notification showing that the advertisement information has been inserted into the information stored on said information recording device and thus recorded; and

updating data about the advertisement information ~~on the basis of~~based on a content of the notification.

10. (currently amended) An advertisement information management method according to claim 9, further comprising:

generating the instruction information indicating whether or not the advertisement information is inserted into the information; and

transmitting the instruction information to said information recording device used by the user.

11. (currently amended) A computer-readable medium including an ~~An~~ information recording program for making a computer for recording ~~received information, which is distributed~~ by an information distributor and is received by a user, function as:

a record executing unit inserting which receives advertisement information showing an advertisement having a content prepared independently by a picture/sound recording instruction service provider who is selected by the user and inserts the advertisement information into the information distributed by the information distributor in accordance with a piece of instruction information indicating whether the advertisement information is inserted into the information or not, and ~~for recording records~~ the information on a recording unit.

12. (currently amended) ~~An information recording program~~ A computer-readable medium according to claim 11, wherein said computer is made to function as an instruction information generating unit generating the instruction information.

13. (currently amended) A computer-readable medium ~~An information recording program~~ according to claim 11, wherein said computer is made to function as a notifying unit notifying an advertisement information management device for managing the ~~a~~ user that the advertisement information has been inserted into the information and recorded on said recording unit.

14. (currently amended) A computer-readable medium including an ~~An~~ advertisement information management program, which is used for an information recording program according to claim 11, for making a computer function as:

a receiving unit receiving, from an information recording device used by the ~~a~~ user, a notification showing that the advertisement information has been inserted into the information stored on said information recording device and thus recorded; and

an advertisement information management unit updating data about the advertisement

information ~~on the basis of~~based on a content of the notification.

15. (currently amended) ~~A computer-readable medium~~An advertisement information management program according to claim 14, wherein said computer is made to function as:

an instruction information generating unit generating the instruction information indicating whether or not the advertisement information is inserted into the information; and

an instruction information transmitting unit transmitting the instruction information to said information recording device used by the user.

16. (currently amended) An advertisement information management system comprising:

an information recording device including: a record executing unit ~~inserting which receives advertisement information showing an advertisement having a content prepared independently by a picture/sound recording instruction service provider who is selected by a user and inserts the advertisement information into information distributed by an information distributor and thus recording-records~~ the information on recording unit recording the information in accordance with instruction information indicating whether or not the advertisement information is inserted into the information; and a notifying unit notifying an advertisement information management device for managing ~~the~~a user that the advertisement information has been inserted into the information and thus recorded on said recording unit; and

an advertisement information management device including: a receiving unit receiving the notification; and an advertisement information management unit updating data bout the advertisement information ~~on the basis of~~based on a content of the notification.

17. (original) An advertisement information management system according to claim 16, wherein said information recording device further includes instruction information generating unit generating the instruction information.

18. (original) An advertisement information management system according to claim 16, wherein said advertisement information management device further includes instruction information generating unit generating the instruction information.